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NO. 4

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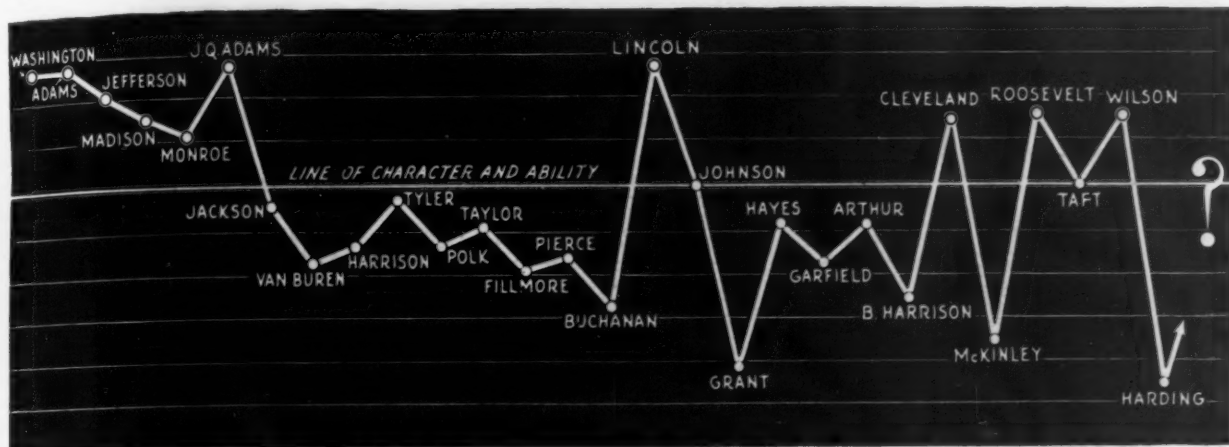
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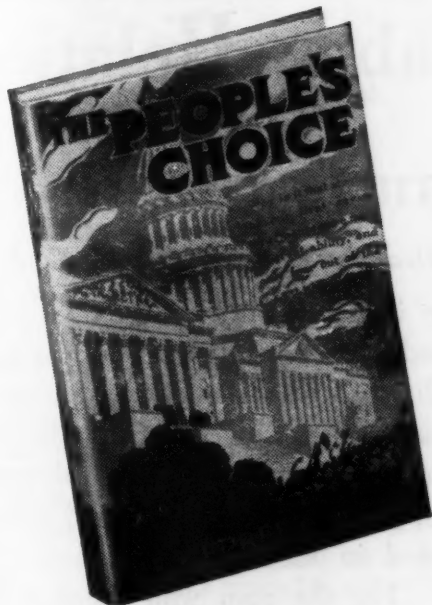
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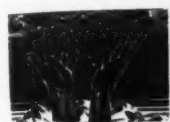
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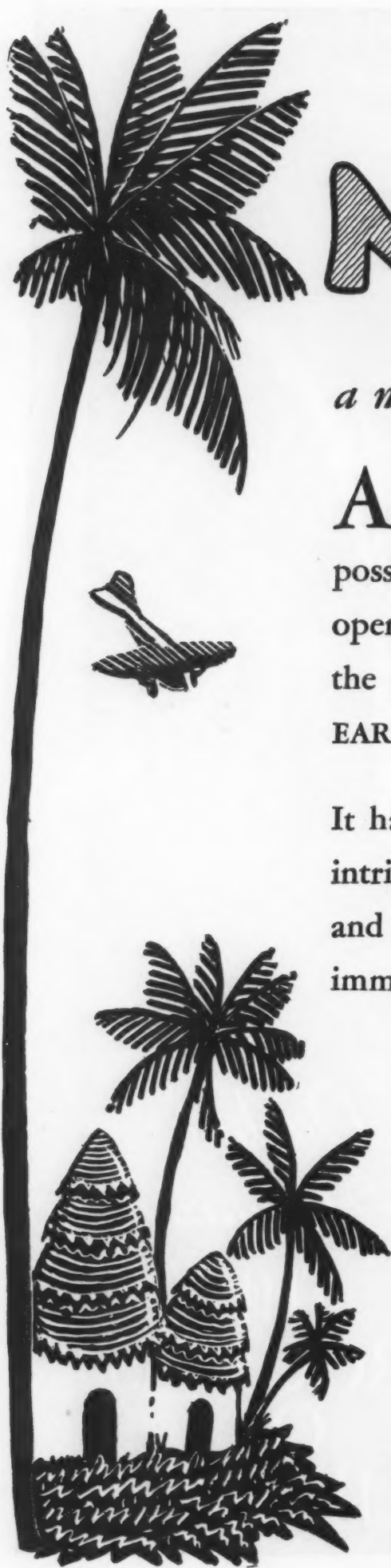
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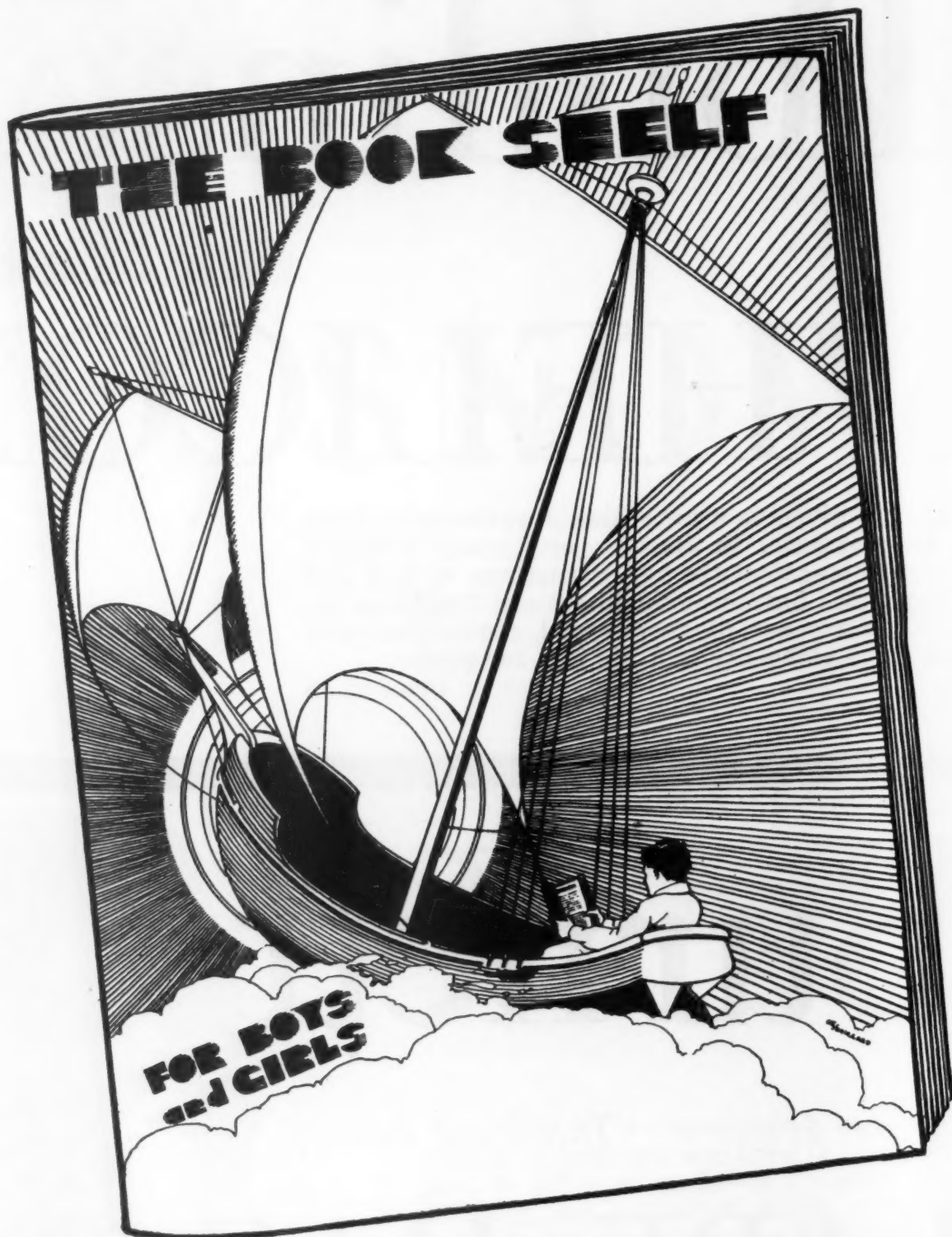
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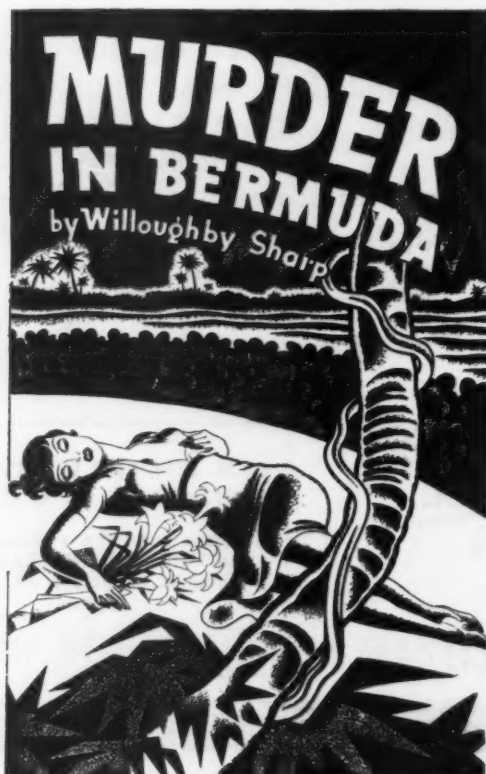


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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JULY 22, 1933

Mail Promotion in the Bookshop

A Survey of the Mail-Order Methods of Various New York Booksellers

LETITIA PENDLETON

PROBABLY NO TWO MANAGERS of mail order departments agree on any phase of mail order work. There are those who never use anything but three cent postage and those whose customers apparently welcome the lowly pennysaver and even look with favor on the advertising matter contained on a government postal. Some booksellers use only their own mailing lists, carefully built up over a period of years and others find outside lists profitable. Some adhere firmly to the old mail order adage, "you can't make a successful mailing on a book which retails for less than \$3.50"; others triumphantly produce evidences of volume on a low-priced offer.

There are no answers to these questions in the rule book; each must be answered by the individual shop, after experiments have been made and careful study has been devoted to the whole problem. It would be interesting to make a detailed analysis of mail order practice among representative bookshops but this of course would not be possible within the space of a single article. The following is an attempt to cover only the high spots of experiences, original ideas, and methods which have proved successful in shops of various types.

The Large Shop

Scribner's has three separate but supplementary mail services—the mail order department, which operates on a mass scale; the Personal Book Service, largely devoted to the answering of special inquiries, advice about club programs and some highly personal solicitation where the tastes of the customer are known; and personal letters about important books written by each clerk in the

shop to those of his own customers who might be interested.

The official mail order department has a list of 75,000 names, all classified according to interest. The entire list is used only once a year for the Holiday Catalog. At other times mailings of five or ten thousand are sent out to names under the various classifications.

In a year when mail order work was being looked upon with a jaundiced eye, Robert Fuller, of Scribner's mail order department, selected several books and sent out double government postals, with the message multigraphed on one side and the order form and return address on the other. The returns were excellent. Encouraged by this, Mr. Fuller sent out plain multigraphed letters on other books with equally gratifying results.

It has been Scribner's experience that customers respond better to a limited selection than a large group of books and they will sign any sort of order form but they shun the coupon.

Putnam's mail order business is all centralized and handled by one individual, under the personal supervision of Frank Magel. Mr. Magel himself chooses the circulars to be mailed out each month, and no piece of mail is sent out from the Putnam bookshop without the enclosure of some advertising matter.

Mr. Magel believes that the price appeal is the strongest in mail selling and he has found that a wide selection of titles is more effective with his customers than a circular on a single book or a small group of books. The Putnam mail order department has been

particularly successful in selling the Blue Ribbon Books and the Knopf Dollar Books. Putnam has also developed a vein of gold in remainder lists, which have not always been a source of great inspiration among most booksellers. The results from these lists are phenomenal. Customers who would not think of paying \$5.00 for a single book in "these times" send in orders for remainders amounting to ten, fifteen and twenty-five dollars consistently. Contrary to the experience of many others, Mr. Magel finds that his mail customers have no aversion to the coupon; in fact they frequently record orders on the circular itself and return it.

Personal and Neighborhood Shops

Miss Frances Steloff, of the Gotham Book Mart, conducts a highly personalized mail service. In all of the shop's advertising which is confined to mail announcements, it features its facilities for finding any book or pamphlet the inquirer may be seeking. Miss Steloff answers all inquiries herself and she gets immense satisfaction from the grateful comments she receives. She has devoted customers all over the world and she says one reason is because she has always felt it worth while to go to the same amount of trouble to track down a twenty-five cent pamphlet as a twenty-five dollar book—her success is built on service in its truest sense. Miss Steloff says she has rarely if ever spent days of her valuable time in looking for some elusive item without gaining a permanent customer whose subsequent purchases compensated many times over for the amount of work involved. This sort of mail promotion takes time and effort and endless devotion but Miss Steloff has a peculiar flair for it and she maintains that it pays in actual cash.

The Gotham Book Mart sells both old and new books so it is well equipped to offer a service of this sort. The shop specializes in art and issues frequent catalogs of old and new items, covering a wide range of price. These are sent to old customers and new people who inquire.

The Lenox Hill Bookshop, located in a residential section, is distinctly a neighborhood shop. Its customers are comprised chiefly of people living in the vicinity. The owner of the shop, Jean Gray Long, has cultivated a close personal relationship with her customers and she supplies books to each member of the family.

Miss Long specializes in first editions and books for children and she sends out occasional bulletins. These bulletins are multi-graphed and there is usually a one or two line comment under each title. Where the customer is an old friend of the shop, Miss Long adds a note in her own writing. This may be in the nature of a recommendation or a personal comment. The shop has found this form of promotion very productive and Miss Long feels that the personal interest of the bookseller is an important element in helping the small shop to survive keen competition in a large city.

The Lenox Hill Bookshop also sends out cards three times a year, advertising all services of the shop. A card mailed the latter part of May particularly emphasizes summer business—library books sent to any summer resort and all orders filled on the day received, if the books are obtainable in New York. As a number of the shop's customers have summer homes in the vicinity of New York, Miss Long also includes a suggestion that they stop in at the shop and replenish their summer libraries when they are in town for the day.

The Channel Book Shop sends out monthly bulletins of new books on heavy paper with the attractive shop emblem at the top. It also does seasonal promotion on garden books and books of travel. Harriet Anderson finds the personal letter effective. She rarely uses publishers' circulars for individual mailing efforts, believing that the more strictly personal approach brings a better response from her patrons. She uses three cent postage for most of her mailings and in some cases encloses a Business Reply envelope or a Business Reply card.

The Channel Book Shop has also worked out an ingenious device for its active summer library business. Books are sent in a special carton which may be saved and used for their return at the end of the borrowing period. The label bears the customer's name and address on one side and the name and address of the shop on the reverse. Both carton and label are made of such durable material that they may be used repeatedly without damage.

The Wakefield Bookshop has been most successful in developing its summer mail order business. Ila Niehoff writes the bulletins of new books and she includes a reminder about summer reading in the issue

appearing in May or June. The shop keeps in constant touch with the interests of its customers and finds that they are glad to be informed of important books and to take advantage of the summer service. Some place a standing order for one or several books each month while others mail their orders in to the shop periodically.

The Specialty Shop

The English Book Shop makes effective use of the mails for both promotion and publicity. The owners of the shop, Ruth Jones and Louise Branch are ever watchful for some new idea which may provide material for one of their exhibitions—paintings which have never been shown before, prints, or unusual collectors' items. Handsome invitations are sent to old friends of the shop and the friends of the artist or collector. The shop has found this an excellent means of stimulating interest, attracting new customers and building up their mailing list of people of varied interests.

The English Book Shop specializes in English limited editions and it sends out periodical multigraphed lists of the new titles which have arrived from abroad, including such American titles of general interest as seem worth while. The shop has had splendid results from this promotion; some customers ordering every item on the list.

Detailed records are kept in a large notebook, classified under the title of the book. The names of purchasers are listed underneath. This makes a convenient source of reference for logical prospects on the appearance of another book by the same author. The English Book Shop has cultivated a lively interest among its customers in collecting the works of the best contemporary authors.

Lists of fine bindings and press books are sent to representative headmasters of schools for boys; seasonal promotion is done on garden and travel books, and recently Miss Branch and Miss Jones have been trying to stimulate further interest in prints and etchings as wedding presents. The three cent postage is used for all mailings and carriage charges on all orders up to \$5.00 are paid by the customer.

Mail promotion in a bookshop for children offers difficulties. The mailing list cannot be classified according to taste, because a child's interest is easily diverted from one type of book to another, nor is it practical to group

titles according to the ages of the children. Mrs. Aird and Miss Cutter, of The Children's Bookshop, solve the problem by treating the situation exactly as if they were conducting an adult bookshop. The shop keeps in close touch with parents and, although it does some specialized promotion, the holiday catalog and the "Round Table," sent out four times a year, cover a wide range of subject and price. The shop also finds it profitable to send postals listing new titles from time to time. Mrs. Aird and Miss Cutter write all the announcements sent out.

Although the majority of booksellers feel that the sale of children's books is largely limited to the holiday season, Mrs. Aird and Miss Cutter find that parents are becoming increasingly interested in the regular reading habits of their children and are glad to co-operate in developing an early taste for good books.

The shop has no difficulty in increasing its mailing list. Customers constantly suggest the names of friends in New York or other cities who might be interested and many times give permission to use their names in writing to these new prospects.

Anna May, of The Traveler's Book Shop, has built up an enviable reputation for being an authority on travel. She does a large mail order business and her valuable list of customers has grown largely through word of mouth advertising. She has done a great deal of traveling herself and she uses imagination in recommending books. Her specialty is books which give the true flavor of a country—its people, background and customs. She has even held the destinies of authors in her capable hands. A novelist writes that he is planning a book whose scene is to be laid in a certain place which is entirely unfamiliar to him. Miss May has the answer, whether it is the West Indies or Iowa.

The shop circularizes its own customers and new prospects in the vicinity periodically. A personal letter with an envelope size circular is found most effective.

Three cent postage is used entirely. Miss May says she has never had an order as a result of a government postal.

The Traveler's Book Shop also sends books on approval to out of town customers. In spite of the risks of this practice, Miss May finds that with old friends of the shop it is usually highly profitable. She sends books which supplement each other so perfectly

that patrons frequently buy several titles. Miss May does not, however, advocate sending books on approval as a general thing. Too many people keep them and either return them after the specified period or fail to return them at all until they have been reminded several times.

Miss May finds that her customers do a generous amount of advertising for her by recommending the shop to their friends.

Building the Mailing List

Every bookseller has the nucleus of an excellent mailing list in his charge customers. The list may be increased easily by adding the names of people who inquire about special books, and the names of book purchasers who come into the shop. Some booksellers have an "interest" card, listing subjects such as fiction, biography, essays, psychology, philosophy, politics, games and gardening. Each new customer is asked whether or not he would like to receive announcements of new books and to specify the subject in which he is interested. The card is filled out by the clerk and added to the mailing list.

Neighborhood bookshops frequently send announcements of the shop to residents of the community. These names are kept on the mailing list for several months and if they prove unproductive they are removed. Some shops also follow the social columns in the newspapers and other local news.

Classification of Names

One convenient method of classifying names for the mailing list is the use of 3 x 5 cards, with a different color to represent each of the various divisions or one color for several allied subjects. Cards with numbered tabs may also be used. Orders are recorded on the cards and whenever a customer buys a book representing another classification, the colored or tabbed card for that subject may be added to the original. The following is an example of the type of card:

MRS. E. C. BROWN
12 East View Avenue
Cleveland, Ohio

12/23/32 Galsworthy: Flowering Wilderness

1/2/33 Van Loon: Geography

However, if it is not desirable to install so elaborate a system, records may be kept in a notebook with an alphabetical index; the names filed according to the title of the book ordered, the author, the subject, or each of the three. The names of customers of varied tastes may appear under several classifications. Any of these methods make the selection of lists for special mailings simple.

A record of the total results of a mailing may be kept on the outside of a large mailing envelope, containing samples of the circular or letter sent out, and filed under the author or title of the book:

Seldes: World Panorama \$3.00
No. sent out: 150
Enclosures: Personal letter and order card
Date: July 1, 1933

Returns

July

Date	7	8	10							
Orders	1	3	4							
Total	1	4	8							

If desired, the cost of the mailing may also be itemized on this envelope and balanced against the results:

Cost

Letter	\$2.10
Envelopes	1.00
Stationery	1.75
Order cards	1.25
Postage	4.50
	<hr/>
	\$10.60

Keeping List up to Date

It is far more important to have a small but active list of customers than a large list with a percentage of dead wood, as the postage item has ruined many an otherwise promising mail campaign. Most shops which do mail promotion to any degree go over their lists at least once every six months and ruthlessly weed out unproductive names.

While some shops use mail promotion only as a means of keeping the shop before the attention of their customers, with a small amount of additional effort these people may be encouraged to buy by mail. A smoothly working mail order department is an asset all the year round and it can be made particularly productive during the summer months if this service is emphasized.

THE FIRST WORLD WAR

A PHOTOGRAPHIC HISTORY
EDITED BY LAURENCE STALLINGS

Here is the
war—not just
another book
about it!

ON SALE HERE

Simon & Schuster have prepared a streamer in red and black, 36" x 9" for use in displaying "The First World War"

Window Lights

*A Department Devoted to Advance Information on Window Display
Material and Practical Hints on Window Designing*

ALFRED VAN AMEYDEN VAN DUYM

"Show" Windows

EVER SINCE I CAN REMEMBER—though in my home country, Holland, people had a natively conservative distrust of advertising and publicity as such, because they reasoned that the money spent for advertising was taken away from the making of the product—I have seen people sitting in the window demonstrating the superior value of some product. Times have advanced, the technique of publicity and advertising has changed, but the good old-fashioned habit of putting a human exhibition in windows is still with us and the method employed is not much different from that used in my youth in phlegmatic Holland. Bookstores are beginning to bear a closer resemblance to drug stores all the time. The revenue brought by books having steadily declined, some bookshops have seen themselves forced to adopt some side line which might give a quicker and surer turnover but which would not add to appallingly high and devaluated inventories. Jig saw puzzles were popular for a time and so a great effort was made by the booktrade to cash in on the craze. The interest in the craze has waned, as the interest in any human product which has no lasting value will disappear, but books are still being sold and an upturn of trade is to be seen in bookshops. In one bookshop it was intended to use a demonstration in the form of a girl sitting in the window and cutting jig saw

puzzles on a machine. The owners of the building objected. Maybe they were members of the S.P.C.A. But what I would like to demonstrate in this article is that in our profession this sort of thing is not needed. The only effective demonstration of the kind I can think of is to have an author in person sitting in a window, autographing books. But I am sure that even as successful an author as Hervey Allen would strenuously object to that sort of ballyhoo. What we could do, however, and it might even have a better pull than inserting a small ad in a local newspaper to the effect that Mr. So and So will autograph books today in such and such a shop, would be to take a picture of the author sitting at a small table autographing books with a long line of waiting customers. We could make an enlargement of this picture at least two by three feet, put it in the center of the window surrounded by stacks of the books. People are all more or less like children and must visualize things. All this is probably very obvious, but obvious windows click.

If, for instance, Frank Howard's window on "Julia Newberry's Diary," at Dutton's Bookshop, sold 252 copies of the book, as it did, that certainly demonstrates that it was an excellent window. Not only from an artistic point of view, as all his windows are, but from the commercial angle. His way of

Not within recent years has there been a book which has so revived the true meaning of the beauty of life, the fineness of human destiny as **ALL MEN ARE ENEMIES** by Richard Aldington.

Here is the story of two lovers who met, parted, and found each other again, after a passionate quest, against the turbulent panorama of modern Europe. The book is a romance. It has a happy ending. You will find in **ALL MEN ARE ENEMIES** the surge of the classics; the Greek view of life not only morally, but sensually. There are passages—such as an island idyll laid against the blue Ionic Sea—that in depth, compassion and beauty compare with any writing in a novel of recent times. Just read what the English critics have to say of this most adult, most perfect love story of this generation...

COMPTON MACKENZIE: The genius that inspired Richard Aldington to write this book has taught him how to make a profound appeal to the heart.

MARGUERITE STEEN: He has not only given us the perfect love story but he has persuaded us to believe that it is thus the gods themselves must love.

L.A.G. STROUT: I simply have no space to say how this book has shaken and moved and delighted me.

HOWARD SPRING: A grand creation; a noble yet a most disturbing significance.

SUNDAY REVIEW: A profound and triumphant affirmation of the beauty of life.

For the greatest creative experience of the year... don't miss this book...



By the author of *The Colonel's Daughter and Death of a Hero* Illus. by Rackwell Kent. \$2.50

All men are enemies
by Richard Aldington

Doubleday is providing the above poster for display with "All Men Are Enemies," one of the highlights of their current list

approaching the window problem is different from mine; he apparently believes very much in windows devoted exclusively to one book, and his experience has proved him to be right. His windows are really "show" windows, while I would rather apply my showmanship to a diversity of books. Success may certainly be attained in some sections by alternating these types of display, and when one has more than one window at one's disposal one can apply both principles at the same time.

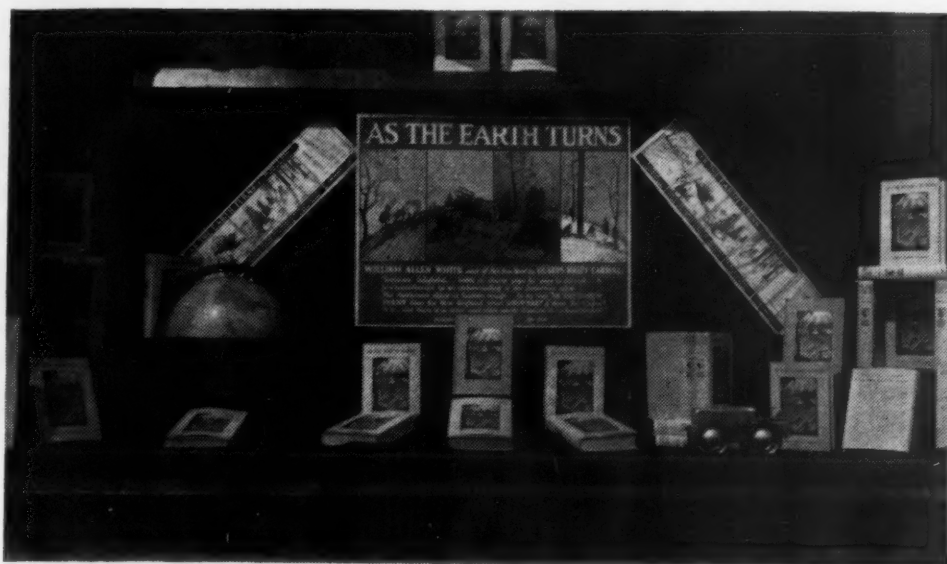
A book is coming out shortly which lends itself magnificently to display—Simon & Schuster's forthcoming "The First World War." Just think what one can do with a book with 513 pictures in a window. It is simply a godsend. All one needs to do is to open up the book at the most interesting photographs and captions which are unique and group the books in the right manner. Combined with that, we could use two other books, which to some extent, fit in with it: "Little Man, What Now?" and "All Men Are Enemies." For the latter Doubleday, Doran

have designed a poster which is shown on this page.

Keep a window log of the results of your windows, as there is nothing which teaches like experience, and one's memory is apt to play one tricks. For the next issue I contemplate, while we are on the subject of Window Logs, to keep an accurate account for one week of all the windows I make during a week, describe them, take a snapshot of each of them, give the measurements of the windows and the particular difficulties I meet in constructing them. As I make a great variety of windows, this may be of some help, at least I hope so.

Let Books Demonstrate Themselves. Books have a faculty of talking for themselves as no other article on the market has. The most vivid jacket I have seen lately—one which did an enormous amount of good—I am speaking in a strictly commercial sense—is the jacket of de Leeuw's "Cities of Sin." It is provocative. It has the right color and the right design. The worst example of jacket design I have seen recently is for Alice Grant Roman's "Protecting Margot." In some instances the type jacket has it all over the picture jacket. An example of that is the jacket for "Little Man, What Now?" Some publishers deem it essential to hire great names to design their jackets. The fact that a man is a great painter or a famous caricaturist does not guarantee his effectiveness as a jacket designer. In fact, almost without exception, they make the worst jacket artists. I know of an artist who was paid a paltry sum for his design, yet it did more towards selling the book than did any laudatory review. Another book jacket was designed by a famous artist who was paid 30 times the amount that the unknown artist was who did the excellent jacket I mentioned. Perhaps all this is a little outside of my field, but I wish the publishers would consult booksellers more in the matter of making jackets, because I am sure it would benefit the books.

On the opposite page are shown two window displays, each of which has been effective in its own way in bringing customers into the respective shops. The Greenwood Book Shop's display of "As the Earth Turns" reflects the serenity of that book just as the Fowler Brothers display of "Bill" Hart's "Hoofbeats" reflects the excitement of its author's life.



Few books well arranged in such a way as to reflect the spirit of the book marks the display of "As the Earth Turns" in the Greenwood Book Shop in Wilmington, Delaware. The globe and the mechanical model of a tractor complete the atmospheric touch



Fowler Brothers in Los Angeles sold 65 copies of William S. Hart's "Hoofbeats" (Dial Press) the first day through the display shown above. All the items used in the display are from Mr. Hart's private collection. Mr. Hart, together with Chief Standing Bear and an Indian dancer named Palatka, packed the auditorium of the J. W. Robinson Co., in Los Angeles, on two successive Saturdays not so long ago

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

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July 22, 1933

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Annum Mirabile

WHEN THE YEAR 1933 is viewed in retrospect it will not, we believe, be best remembered for the national bank holiday or the World Economic Conference, but for the beginning of industrial planning under the encouragement of the federal government. Today, the country over, business leaders, labor representatives, economists and lawyers are meeting around the conference table to devise ways of extending employment and stabilizing wages. More remarkable than this, these same leaders are endeavoring to fix upon sound business practices which shall be for the greatest good of the greatest number.

In order to realize what profound changes are taking place it is only necessary to read the principles laid down by General Johnson, the speeches of the members of the Recovery Act Administration, and the codes of such huge industries as cotton textile manufacturers (child labor eliminated), bituminous coal producers (living wages appearing) and the drug industry (with its attack on "loss-leaders"). Daily an avalanche of new codes from all types of industry is reported from Washington, each containing the nucleus of a fair trade practice for the entire industry.

Action finally attained under the spur of unemployment and the mounting costs of relief has come none too soon. Nevertheless, it is an historic year when industry drops even for a while the bitterer aspects of competition and the blunt indifferences of dividend-winning for the broad problems of social and industrial planning. We hope that the high purposes of this program will not die out as industry moves from the red into the black and that the gains made in a period of adversity will not be forgotten in times of plenty.

Action Is Essential

ALTHOUGH THE YEARLY SALES of books may run to a hundred million, the book industry is comparatively small when compared to the "big ten" of American industries. Nevertheless it is a good-sized industry for all of that, and far more significant in the national welfare than most. To give the book industry the badly needed advantages of the National Industrial Recovery Act, its various groups are laboring to produce Codes of Practice to govern their particular fields and to present plans which they believe will increase employment by improving the marketing of books.

There would be advantages in making the approach to Washington if all sections of the industry could join their case in one presentation. There are, however, certain difficulties in constructing a joint Code to cover the entire industry, as certain other industries are discovering. It is to be hoped that the final codes as adopted by the different aspects of publishing will agree on salient principles. Already the Book Manufacturers' Code which is soon to be presented to the Administration has been so constructed as to fit in with the recommendations of the code adopted by the shop printers of the country. The Book Manufacturers under the newly established Book Manufacturers' Institute are the first group in the industry to complete their recovery program, but other branches are not far behind. Bookstores, whose relations are chiefly with the trade publishers have a strong national committee appointed which is studying the needs of all types of bookstores, and which includes A. R. Womrath as a representative of the chain rental library type of bookselling and Harry Scherman as a representative of the Book-of-the-Month Club.

The publishers have a difficult problem in organizing, due to the diversity of their trade methods. Trade publishers who find their outlets chiefly through the booksellers have very different problems from subscription book publishers, and text-book publishers differ from technical publishers or play publishers. The initiative for trade publishing naturally falls on the National Association of Book Publishers, and in the same association the subscription publishers have the nucleus of an adequate representation. Play publishers have never organized, but should have no difficulty in working with the general trade publishers. Hours and wages could, we believe, be common for all groups.

Text-book publishing presents a widely different problem of marketing. This group has always been chary of group action because of the possible interpretations of state laws concerning trusts. This branch, however, realizes the necessity of a group standing and is meeting informally through competent representatives to discuss the possibilities of a program.

While the government is not as urgent in requiring action from the lesser industries as from the basic industries, the importance to the book industry of securing the benefits of the Recovery Act is great indeed. The book-trade must concentrate intensively on this important group task.

A Sociologist Views the Library

THE LAY READER OR PROFESSIONAL STUDENT who has come to take libraries for granted will find provocative reading in a little volume entitled "An Introduction to Library Science" by Dr. Pierce Butler, just published by the University of Chicago Press. Dr. Butler has looked the library world over from the detached point of view of the sociologist and examined the place of the library in the social and cultural life of this country. Some phrases from the book may indicate some of its points of view.

The librarian, he thinks, ought to be bolder in re-examining his status. He "has come to conceive his office as a secular priesthood, administering a sacrament of cultural communion to individual souls. At every suggestion that his activity be examined as an objective social phenomenon he draws back in terror because he fears that this can be done only by a sacrifice of all spirituality."

Speaking of the function of the author he says: "Society probably contributes far more to the publication of a printed book than does the author who composes it. The mechanical process by which the first manuscript is reproduced in many printed copies has been evolved by the cumulative labors of many men through many generations. . . . Society itself has built the printing press. Where the author working alone might in the course of years make a few copies of his book and circulate them in his immediate circle, his people organized in a society have reproduced and scattered his writing broadcast. . . . What memory is to man the graphic record is, in part, to modern society. . . . Things written and forgotten can be revived by a new reader; a break in the line of oral tradition is irremediable. . . . The task of education has become enormously magnified. Cumulative knowledge has far outrun the content of the scholastic curriculum. . . . The process of learning is the same whether it is performed through voluntary reading or under the compulsions of a school discipline. . . . The record of experience which is contained in books is inert material. Society can apprehend it only when it is transferred to the minds of living persons. It is therefore important for the whole body social that at any moment every significant phase of the total accumulated experience shall be actively known in some minds at least. . . . The knowledge that comes from reading has no social significance unless it is acquired by such persons as can inject it into the vital stream of communal life."

Such a suggestive sentence as the last would indicate to all who handle books the importance in times of change that the best thinking of the past and the present be connected with the minds who are to influence the point of view of society. The present broad reading of books of economics and business evaluation only becomes significant when such books proceed out of manuscripts into books and out of books into the minds of our leaders.

Forthcoming Issues

✻ ✻ ✻ Ken McCormick, whose articles have often appeared in the pages of the *Weekly* has written an article on the relations between the bookshop manager and his staff, which will appear in an early issue. ✻ ✻ ✻

News of the Week

Book Manufacturers Adopt Code

A CODE OF FAIR COMPETITION for the entire book manufacturing industry was adopted without a single dissenting vote by the membership of the Book Manufacturers' Institute at a special meeting held at Buck Hill Falls, Pa., on July 12 and 13. The various branches of book manufacturing, represented by executives of plants of all sizes and located in all sections of the country, included book composition, platemaking, book printing, book lithography, and binding (edition, library and pamphlet). Producers of such specialties involving bookbinding processes as super-finish covers, check and pass-books and loose-leaf covers have also expressed their intention of joining as groups of the Institute.

The meeting was the culmination of the work of a Permanent Committee on Organization which had been appointed prior to the actual passage of the National Industrial Recovery Act, and which represented leaders of the industry, including officers of the Employing Bookbinders of America, the National Book Manufacturers' Association and a number of local and special groups. The meeting was opened by the President of the former organization, Don C. Brock, and then John B. Ballou served as permanent chairman. A constitution and by-laws of the new Book Manufacturers' Institute were adopted.

Col. Arthur W. Little, of J. J. Little & Ives, who is a member of the Advisory Council of the Department of Commerce, gave a stirring talk on what the new deal should mean to book printers and binders and how they can take advantage of their unparalleled opportunity. Alfred Harcourt, of Harcourt, Brace & Company, representing the National Association of Book Publishers, expressed very effectively the urgent need for cooperation between publishers and manufacturers, stressing particularly the problems of remainders and the problem of undue credit extended to unsound publishers. George Wilhelm, of Doubleday, Doran presenting the views of publishing houses which also are manufacturers, urged immediate action in organization.

The code adopted provides for an adequate program of self-regulation and O. H. Cheney, widely known in the industry as Director of

the Economic Survey of the Book Industry, 1930-1931, was appointed Administrator of the Institute. The book manufacturers have already signified their intention of harmonizing their code with any national printing code in the case of printing department employees; but the Book Manufacturers' Institute will assume full responsibility for regulating the book manufacturing industry, through its own machinery and through its detailed regulations designed for its own particular problems.

Practical methods of cooperation with book publishers are provided for in the code, and it will be administered so as to promote sound economic relations between the two industries. "Irresponsible publishers" will not be encouraged by price concessions, excessive credit terms or other trade practices to the detriment of established publishers.

The important features of the Code are:

1. The industry governs itself, and the Institute is the sole agency for administering the Code, with the approval of the Government.
2. No right of employer or employee is interfered with in any way in the choice of a method of employment relations.
3. The minimum wage for unskilled labor and apprentices during the first year of their apprenticeship is 37½ cents per hour for men and 30 cents per hour for women.
4. The maximum work week is 40 hours (with certain exceptions under special conditions).
5. No book manufacturer is permitted to sell below properly determined costs.
6. Certain unfair practices are prohibited.
7. All violations of the Code will be penalized by the Institute and subject to a Government penalty of \$500 fine and six months' imprisonment for each day's violation.
8. Certain definite information necessary to the proper administration of the Code is to be reported regularly and accurately to the Administrator (to be kept confidential).
9. Under certain conditions, the Administrator has the power to examine records and accounts (all facts to be kept confidential).
10. Over-expansion of capacity is to be curbed.
11. Relations with customers and vendors

are to be kept on a sound basis, through credit bureaus and joint committees.

12. Trade customs are to be enforced.

The officers of the Book Manufacturers' Institute are:

Arthur E. Barter, President, Norwood, Mass.; Robert O. Law, Vice President, Chicago, Ill.; Joseph S. Wesby, Secretary, Worcester, Mass., and Raymond E. Baylis, Treasurer, New York.

The board of directors consists of: A. E. Barter, Chairman, Norwood, Mass.; J. Howard Atkins, Boston, Mass.; M. C. Bailey, New York; John B. Ballou, Binghamton; Raymond E. Baylis, New York; P. M. Bland, New York; Charles A. Braunworth, Brooklyn; Don C. Brock, Chicago, Ill.; John C. Burkhardt, Detroit, Mich.; C. T. Dean, Dallas, Texas; Robert O. Law, Chicago, Ill.; C. G. Littell, Chicago, Ill.; E. W. Palmer, Kingsport, Tenn.; W. Elmo Reavis, Los Angeles, Calif.; Joseph Ruzicka, Baltimore, Md.; Sidney Satenstein, New York; Nathan H. Shrifte, New York; Joseph Wesby, Worcester, Mass.; George Wilhelm, Garden City, N. Y.; Andrew L. Wunsch, St. Louis, Mo.; J. Charles Ziegler, Philadelphia, Pa.

The week has seen a considerable advance in the preparation of other booktrade codes for submission under the NIRA. The printers' code, described in last week's issue, was adopted at a national meeting of shop printing employers in Chicago on July 13 and 14. This code provides for a forty-hour week, the elimination of child labor in mechanical production, and a minimum wage of 40 cents an hour for men and 30 cents an hour for women. The resolution for wages was presented by R. R. Donnelley of the Lakeside Press in Chicago, after the meeting had rejected a complicated scale of wages, differing according to different areas. The National Editorial Association, an organization of small-town printer-publishers withdrew from the printshop meeting and set up its own code which provides a minimum wage of 45 cents an hour for men and 35 cents an hour for women.

The Code Committee for trade publishers has been constantly at work and will present a final draft of the code to the Board of Directors of the National Association of Book Publishers for approval sometime in the near future. The Code Committee for booksellers met this week for further discussion under the chairmanship of Cedric R. Crowell.

Karl Placht on Joint Board

KARL PLACHT of the Beacon Bookshop in New York City has been appointed a member of the Joint Board of Publishers and Booksellers to represent the A.B.A. The complete list of booksellers on the Joint Board now is as follows: Cedric R. Crowell, Doubleday, Doran Book Shops, New York, chairman; Frank L. Magel, The Putnam Book Store, New York; Lewis B. Traver, Traver's Bookstore, Trenton, N. J.; Alice B. Steinlein, The Greenwood Book Shop, Wilmington, Delaware, and Karl Placht.

Norman Remington to be Sold

THE NORMAN REMINGTON Co., in Baltimore, which was reported in trusteeship in the June 3rd issue of the *Publishers' Weekly*, will in all probability be sold privately before August 10th, according to word received by the *Weekly* from Stanley K. Oldden of New York City who was approved trustee of the business by the Circuit Court of Baltimore City on May 25th. The deed of trust was executed by the Norman Remington Company for the benefit of the creditors after a number of large publishers who had carefully examined the records and were thoroughly familiar with the acts of the corporation had recommended this course.

Mr. Oldden has operated the store for about six weeks and in that time has succeeded in liquidating a large percentage of the accounts receivable, with the result that the bank balance has been built up to about \$7,000. "It has not been advisable," Mr. Oldden stated, "to run a sale because of the season, but various economies have been effected and while the operation of the business is only incidental to the larger problem of finding a satisfactory buyer, yet the results of the past few weeks have been gratifying.

"Naturally, the publishers are anxious that the buyer shall be an experienced and capable book retailer so that the outlet may be unimpaired," Mr. Oldden said. "At the present time there are three prospective bidders in the field, all of whom wish to maintain the outlet, and there are also several other firms interested in the purchase of the stock alone. Stanley Remington will undoubtedly make a bid, another group hopes to buy the store as one unit in a chain of retail stores in the principal cities of the East, and a third

man who knows the Baltimore situation thoroughly, is planning to own and operate the store as an individual enterprise. I believe that it will be possible and advisable for me to recommend to the court the confirmation of a private sale as a form of liquidation which will be to the best interest of the creditors."

Mr. Oldden further stated that he hoped other capable book men would make bids, and that he would welcome bids at any time.

L. I. D. Issues Booklist

A VERY VALUABLE ADDITION has just been made to the list of pamphlets addressed to the average intelligent American anxious to steer through the sea of recent volumes on the changing social scene in our country today. It has the benediction of such critics as May Lamberton Becker of the *Saturday Review of Literature* and of librarians and members of the book trade itself.

"Significant Recent Books on Social Reconstruction," to give it the full title, is being published by the League for Industrial Democracy of 112 East 19th Street, New York City, for five cents a copy.

The pamphlet was prepared under the direction of Marion Humble, formerly the Executive Secretary of the National Book Publishers Association. Aiding her was a committee of prominent New York book critics including: Lewis Gannett, Harry Hansen, Henry Hazlitt and Frieda Kirchwey, authors of prominent books in this field, like John Chamberlain and Harry W. Laidler, together with several members of the book trade itself.

The keen interest shown by bookmen and librarians as well as readers in economic and social titles today was evidenced by inquiries for the pamphlet from as far west as the Public Library of Fresno, California, to the Library Division of the New York State Department of Education at Albany, and the public libraries of Cleveland, Chicago, and other lesser American cities.

The major job of the committee was to select not many more than one hundred titles from the vast number of good books on economics, social change and politics of today. Price and the date of publication influenced their choice, since booksellers would not be inclined to stock their shelves with expensive items of less recent years.

The pamphlet is divided into several sections, covering the American background of economic and social history, a few of the invaluable texts of today, biographies, the world scene, and a selection from the most discussed of present day plans for change and reconstruction. New and inexpensive editions of social classics find a place—as does a selection of recent fiction and drama in these fields.

A supplementary list of other recent pamphlets is given, together with a selection of books for young people—of especial value to librarians. The pamphlet has already found favor with such alert bookmen as A. A. Van Duym, who will stock it in the Doubleday stores, and Ellen Ennis of Lord and Taylor's.

Inner Sanctum Relieves Unemployment

TO ESSANDESS ON JULY 31ST A BOOK, weight 4 pounds, height, 11 3/4 inches, width, 8 3/4 inches, depth 1 1/4 inches. Name—"The First World War." Price \$3.50. Godfathers—Laurence Stallings and Otto Kurth. Appropriately enough, this gigantic child has been three years a-borning.

The publication of this photographic history of the World War is the largest single bookmaking job Simon & Schuster has ever undertaken. The first printing is 60,000 copies because it is to be distributed as a book dividend by the Book-of-the-Month Club. The publishers are confident of advance orders for 10,000 copies through the trade.

Naturally Essandess are excited about their prodigious offspring, and they have prepared some statistics about the happy auspices which attend its publication. The P. W. had to brush up on its mathematics recently, when it reported all the gains made in business by publishers and booksellers. Now it advances into the higher branches of that science, and, if its logarithms aren't too wheezy, summarizes some of "The First World War's" vital facts.

There were 41 men employed in making the paper used in the first printing, which was hauled in seven truck loads, utilizing 2 men each. Twelve men were constantly employed on the presses for 4800 man hours. Three hundred and fifty man hours of work were necessary in the camera department,

160 hours in the actual making of the plates, 240 hours in retouching and handwork.

Besides the use of man power, the following technocratic facts were gleaned: 107,000 kilowatt hours of electrical energy were consumed in making the paper; 1,012,500 pounds of steam, and 6,682,500 gallons of water. Fifteen hundred pounds of ink were used, requiring $4\frac{1}{2}$ hours to mix and 21 hours on a grinding machine.

Stretched in a ribbon $\frac{2}{3}$ inches wide, the paper used in the book would encircle the globe at the equator. If, instead of being made into a ribbon, which, as it happens, was not done, the paper was put into a pile, it would be 415 feet high, or about the height of any average skyscraper. The edition contains 19,200,000 pages. Our experts tell us that a man, inspecting every page of every book at the rate of one page per second and working 44 hours every week, would need 2 years, 3 months, 29 days and 3 minutes to complete the job. These books laid end to end (we couldn't resist it) and raised in one column would balance perilously, the top book 8,207 feet above the height of 51,793 feet reached by Professor Piccard.

Anyway the book consists of 320 pages of photographs and more than 520 pictures, selected from over 10,000. The photographs are authentic, and many of them unique. They have been arranged in chronological order by the technical editor, Otto Kurth, and captioned by Laurence Stallings. Simon & Schuster feel that the book is a document of historical importance, and that it is entirely non-partisan in spirit.

Richard L. Simon promises a vigorous advertising campaign, and one advance copy each at 50% discount to booksellers by July 15th. The P. W. hopes that the present happy auguries surrounding the newcomer will be fulfilled in a long and prosperous life.

Guide to Good Stories

THE GOLD STAR LIST of American Fiction, which has for a number of years been the contribution of the Syracuse Public Library and Dr. Paine, its librarian, to current evaluation of American fiction, is now ready in a new printing and available for booksellers and librarians at 25c. The list includes books from over three hundred authors, and, as in previous selections, subdivides these books under their subject groupings, which makes the catalog a valuable reference tool.

Michaels Joins Dutton's, Inc.

MORRIS MICHAELS, formerly buyer for A. R. Womrath and more recently buyer for Brentano's, has become associated with Dutton's, Inc. Publishers' salesmen will be glad to know that they may again call on Mr. Michaels in this well-known retail bookstore.

Cleveland Public Library Wins Case

THE OHIO SUPREME COURT decided on July 14 that Ohio public libraries have the right to the taxes on intangible property. The Cleveland Public Library had obtained the tax on intangibles of which taxes 70% was to become the income for the library system. This tax law was declared unconstitutional by one judge who enjoined the county authorities from paying over this money which had been collected to the public library. The case was appealed to the Ohio Supreme Court which has just handed down its decision. The Ohio Libraries have been almost on the point of closing from lack of funds. This decision means that they can begin to buy some books.

A. B. A. Membership Increases

THE APPEAL of the American Booksellers' Association for new members, together with the advantages offered by the new system of dues has resulted in a wide increase in membership of the Association, according to a statement made by Robert Coles, acting executive secretary, this week. New memberships are coming in every day, Mr. Coles stated, with the result that the membership of the association is more representative of the retail booktrade now than ever before.

Sussman Joins Spier Agency

FRANKLIN SPIER, INC., advertising agency specializing in book publishers' promotion, is expanding for bigger business and has added Aaron Sussman, until now with Claude Kendall, to its force as account executive and head of the copy department. Mr. Sussman has had over ten years in the various phases of the book publishing and retail book business. He was a reporter on the Brooklyn *Eagle* when he decided to get into the book business. He opened a shop in Jamaica, Long Island, and a year and a half

later, at Putnam's, took over the management of the research department and began the editing of the *Tatler*, the Putnam house organ. Later, when Louis Bromfield left to write his novels, he took over the job of advertising manager of G. P. Putnam's Sons. He was later the advertising and publicity director at Horace Liveright, Inc. For the past four years he has been connected with Claude Kendall, where he was editor, book designer and advertising manager, and was responsible for the successful promotion of Tiffany Thayer and Beth Brown.

The Spier Agency handles the accounts of William Morrow, Farrar & Rinehart, Harrison Smith & Robert Haas, The Limited Editions Club, The Interlaken Mills and other book trade organizations. Mr. Sussman will continue to direct the promotion of Claude Kendall books through the Spier Agency.

Best Books on the Negro

SEVEN BOOKS have been selected by Alain Locke for his recommended reading in the new volume, "The Negro in America," in the *Reading With a Purpose* series of the American Library Association, this volume being the sixty-eighth in the series. There is also a study outline with reading references to many other sources. The seven books recommended are as follows:

- "Brown America" by Edwin R. Embree, *Viking*, \$2.50.
- "What the Negro Thinks" by Robert R. Moton, *Doubleday*, \$2.
- "The Negro in Our History" by Carter G. Woodson, *Associated Publishers*, \$4.
- "Black Manhattan" by James Weldon Johnson, *Knopf*, \$3.
- "The New Negro" by Alain Locke, *Boni*, \$5.
- "Anthology of American Negro" by V. F. Calverton, 95c.
- "The Negro Year Book" by Monroe N. Work, *Tuskegee Institute Press*, \$2.
- "The Negro in American Civilization" by Charles S. Johnson, *Holt*, \$4.

Hitler's Own Story to Be Published Here

ADOLF HITLER'S autobiography "Mein Kampf" will be published in this country as "My Battle" by Houghton Mifflin. It will appear sometime in the fall.

London Guilds Amalgamate

TWO FAMOUS LONDON GUILDS of publishers are in the process of amalgamation. The Worshipful Company of Stationers, one of the oldest guilds, whose charter was issued in 1557 and the Company of Newspaper Makers, the youngest of the city guilds, founded in 1931, are to combine and will be known as Stationers and Newspaper Makers. Barrie and Kipling were recently admitted to the Company of Stationers.

Communication

Uptown Library,
3010 Hennepin Avenue,
Minneapolis, Minnesota.
July 12, 1933.

Editor, *The Publishers' Weekly*:

In your issue of July 8th, Mr. Charles McLean, of Pettibone—McLean of Dayton, expresses the hope "—if we could blow up the circulating libraries we might be able to sell quite a lot of good novels. Maybe we shall one of these days."

Maybe we shall what? Blow up the circulating libraries or sell quite a lot of good novels? If he is hoping for the former event he is doomed to disappointment because as is true of every service that fills a definite need, the circulating libraries are here to stay. As to selling quite a lot of good novels maybe he can if he goes about it right. However, trying to push certain types of reading matter nowadays is like trying to sell a man a good old single action Colt with rim fire ammunition instead of a modern weapon. Two dollars is a lot of money these days to put out for a book that you only expect to read once and then put away, especially in an apartment where space is limited.

A novel like "Anthony Adverse" ought to sell to any one who wants something worth keeping and re-reading, but let Us (the despised rental libraries) sell 'em Emilie Loring, Kathleen Norris, Tiffany Thayer and the good old whodunit. I wrote "sell" advisedly. During the past ten months I have bought 1,200 books and my dear 900 active borrowers have paid for them all. If that isn't selling 'em I'd like to know what is. Furthermore, I would be willing to wager fifty dollars against a Mexican peso that 800 or more of the 900 would not have bought at full retail price a single book during that period. But through me as their agent they

actually did buy these books, on the installment plan, a dime at a time. So far as the publishers are concerned then, 1,200 books have seen the light of day, have stimulated interest for further reading, and have put money into circulation. These books otherwise might very possibly have gathered dust on their shelves.

So, Mr. McLean, you take the high road and I'll take the low; you sell the high brow and I'll sell the low and we'll all make some profits together.

Yours for a good season,
R. K. SMITH,
MAJOR U.S.A. RET'D

Obituary Notes

ANTHONY HOPE

SIR ANTHONY HOPE HAWKINS, English novelist who wrote under the pen name of Anthony Hope, died on July 8th, at the age of 70. After his graduation from Oxford, he practiced law for four years, unsuccessfully, at the same time writing and publishing at his own expense a novel "A Man of Mark" which proved a financial loss. This was followed by four other novels, none of which is remembered now. Then, in 1892, he wrote "The Prisoner of Zenda," which was an instantaneous success, appearing on the best seller lists for the next twenty years. In 1894 Anthony Hope discontinued his law practice and devoted all his time to writing novels. In turn came "The God in the Car," the celebrated "Dolly Dialogues," and "Rupert of Hentzau," the sequel to "The Prisoner of Zenda." These books were the rage in English-speaking countries, and their reputation was almost as great as Dumas' "Three Musketeers" and "Twenty Years After." "Rupert of Hentzau" was published serially and simultaneously in *McClure's* magazine in this country and in the *Pall Mall Magazine* in England. He wrote a great many other novels, some of which had good sales, although they were never as widely circulated as his earlier successes. In 1927 he published his "Memories and Notes." His novels, introducing something distinctly different in popular literature, in the creation of an imaginary kingdom somewhere in the Balkans, were the craze of a generation, and he had many imitators. The Zenda series have been translated into all languages and have been dramatized and adapted to the screen.

IRVING BABBITT

IRVING BABBITT, professor of French and comparative literature at Harvard University for thirty-eight years, died at his home in Cambridge on July 15th after an illness of eight months. He was sixty-seven years old. Professor Babbitt was graduated from Harvard in 1889 and after studying a year in Paris, returned to Harvard where he received his M.A. in 1893. For one year he taught French at Williams College and then was appointed to the Harvard faculty, becoming a full professor of French literature in 1912. For forty years, Mr. Babbitt had been preaching humanism, in his classroom and in his books, but it was not until three years ago that he was suddenly thrust into the spotlight, becoming the center of a critical controversy and set the nation talking about his doctrine of "new humanism." For a short time the new humanism supported by Mr. Babbitt and Paul Elmer More, of Princeton University, had a grip on the imaginations of the nation. His writings, all of which, despite their titles or subject matter, were briefs for his humanism, were "Literature and the American College," "The New Laokoon," "Masters of Modern Criticism," "Rousseau and Romanticism," "Democracy and Leadership."

WILLIAM A. WOLFF

WILLIAM ALMON WOLFF, novelist and newspaperman, died at Barnstable, Mass., on July 15th at the age of 47. He was born in Brooklyn and educated in England and at New York University. He collaborated with George Kelly on his most successful work, "The Show Off," in 1924. He also wrote a biography of E. H. Harriman and six novels, his last three being, "Manhattan Night," "Song of Sixpence," and "Murder at Endor."

GEORGE S. HULBERT

GEORGE S. HULBERT, retired New York book publisher, died on July 7th at his home in East Orange. He was a member of the firm of Fords, Howard & Hulbert, a publishing firm which flourished in the late nineteenth century. In 1923 he spent more than a year in bringing up to date the "Beacon Light of History," written by John Lord in 1884. He also wrote biographies of Woodrow Wilson, Theodore Roosevelt, Marshal Foch, Clemenceau, Cardinal Mercier, Lloyd George and King Albert of Belgium.

P. W. Market News

One Month from Now—A Forecast

- DONA CELESTIS, by Ethel M. Dell. *Putnam*, \$2.
- OGPU—THE PLOT AGAINST THE WORLD, by Essad-Bey. *Viking Press*, \$3.
- DEATH BEHIND THE DOOR, by Victor McClure. *Houghton Mifflin*, \$2.
- THREE ROADS FROM PARADISE, by Larry Barretto. *Farrar & Rinehart*, \$2.
- WE MOVE IN NEW DIRECTIONS, by H. A. Overstreet. *Norton*, \$3.
- A COP REMEMBERS, by Capt. Cornelius W. Willemse. *Dutton*, \$3.
- MISS BISHOP, by Bess Streeter Aldrich. *Appleton-Century*, \$2.
- OLD GIMLET EYE, by Lowell Thomas. *Farrar & Rinehart*, \$2.75.
- PRIEST OR PAGAN, by John Rathbone Oliver. *Knopf*, \$2.50.
- THE FLAPPER'S DAUGHTER, by Beatrice Burton. *Farrar & Rinehart*, \$2.
- BACK NUMBERS, by Joseph C. Lincoln. *Coward-McCann*, \$2.
- MR. DAYTON, *DARLING*, by Lady Mary Cameron. *Coward-McCann*, \$2.
- Aug. 18. "The gripping story of a ruthless man and what happened to the loving heart that trusted him."
- Aug. 21. Expose of the secret police of Soviet Russia, by the author of "Stalin."
- Aug. 23. Special promotion on this mystery with an invisible ink clue for customers. See P. W., July 8th, p. 84.
- Aug. 24. An old brownstone front in New York in its descent, through three generations, to a speak-easy.
- Aug. 24. The author of "The Enduring Quest" and other non-fiction successes points out the changes in our social structure and its present tendencies.
- Aug. 25. Famous New York crimes and criminals of the present, by the author of "Behind the Green Lights."
- Aug. 25. A story of a self-sacrificing teacher in a middle-western college, by the author of that great success, "A Lantern in Her Hand."
- Aug. 25. The adventures of General Smedley D. Butler are humorous as well as exciting.
- Aug. 25. The story of the struggle for the possession of a boy's soul between his spiritual father and his blood father. Possibilities for a big sale.
- Aug. 28. About the daughter of "The Flapper Wife," which sold 100,000 copies in its original Grosset edition. Serialized in newspapers.
- Aug. 29. A collection of 18 short stories, uniform with "All Alongshore."
- Aug. 29. The misadventures of Jo-jo and Mr. Dayton are *very* funny in spots. Only for your shock-proof customers.

Out This Week

- THE COMPLETE NOVELS AND PLAYS OF SAKI. *Viking Press*, \$1.75.
- CONTRACT BRIDGE OMNIBUS, by Harold Thorne. *Holt*, \$1.50.
- GAL REPORTER, by Joan Lowell. *Farrar & Rinehart*, \$2.50.
- LIVINGSTONES, by Derrick Leon. *John Day*, \$2.50.
- THE MYSTERY OF THE CAPE COD PLAYERS, by Phoebe Atwood Taylor. *Norton*, \$2.
- RIO GRANDE, by Harvey Fergusson. *Knopf*, \$3.
- THE 'TRAIPSIN' WOMAN, by Jean Thomas. *Dutton*, \$2.50.
- WHEN ADAM WEPT, by A. R. Craig. *Double-day*, *Doran*, \$2.
- Good news for your Saki enthusiasts.
- Analyzes and compares all the leading systems, so that the reader knows how to play with any partner.
- Was you dere, Sharley?
- A long novel of modern London, centering about a decorating shop and the family that owns it.
- Equally as good in detection and Cape Cod atmosphere as her previous Asey Mayo stories.
- The story of New Mexico, past and present, by a first-rate interpreter.
- The folkways of the Kentucky mountaineers in stories and sketches by a traveling court stenographer.
- An English first novel of modern marriage in which the wife is the breadwinner.

P. W. Market News

Current Best Sellers

- ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3. 75th thousand. Leading fiction on American News and McClurg's latest lists, and first in New York, Philadelphia, Washington, Chicago and San Francisco stores reporting to the *Times*.
- AS THE EARTH TURNS, by Gladys Hasty Carroll. *Macmillan*, \$2.50. To be filmed by Warner Bros.
- LITTLE MAN, WHAT NOW? by Hans Fallada. *Simon & Schuster*, \$2.50. Second in Philadelphia and Chicago stores last week, and third in New York.
- THE ALBUM, by Mary Roberts Rinehart. *Farrar & Rinehart*, \$2. A McClurg and American News best seller for the week.
- WIFE FOR SALE, by Kathleen Norris. *Doubleday, Doran*, \$2. The best selling novel last week at New Orleans stores.
- MARIE ANTOINETTE, by Stefan Zweig. *Viking Press*, \$3.50. Washington, Atlanta, New Orleans, Chicago and San Francisco give it first place in non-fiction.
- BRITISH AGENT, by R. H. Bruce Lockhart. *Putnam*, \$2.75. Selling about 1000 a week.
- THE HOUSE OF EXILE, by Nora Waln. *Little, Brown*, \$3. Over 25,000 copies sold.
- THE ARCHES OF THE YEARS, by Halliday Sutherland. *Morrow*, \$2.75. Fourth printing. Leading non-fiction in New York and Philadelphia.
- 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. *Vanguard Press*, \$2. Second on the American News' latest list and second in San Francisco stores last week.

Other Bookstore Favorites

- THE FIRST WIFE, by Pearl S. Buck. *John Day*, \$2.50. Fourth on the latest Brentano list.
- SLEEPERS EAST, by Frederick Nebel. *Little, Brown*, \$2. Fourth printing. Next to "Anthony Adverse" on the latest American News list of best sellers.
- HILLTOPS CLEAR, by Emilie Loring. *Penn*, \$2. The leader last week at Boston stores reporting to the United Press.
- PROTECTING MARGOT, by Alice Grant Rosman. *Minton, Balch*, \$2. Second printing. One of the three best sellers at three Washington stores.
- QUEER STREET, by Edward Shanks. *Bobbs-Merrill*, \$2.50. Second on the United Press Boston best seller list.
- STRANGER'S RETURN, by Phil Stong. *Harcourt, Brace*, \$2. Second printing of 10,000. A Brentano best seller last week.
- MARRIAGE IN GOTHAM, by Ishbel Ross. *Harper*, \$2. A Chicago best seller, according to the United Press.
- QUAKER MILITANT, by Albert Mordell. *Houghton Mifflin*, \$3.50. Second in non-fiction at six Boston stores.
- THE INDUSTRIAL DISCIPLINE, by Rexford G. Tugwell. *Columbia University Press*, \$2.50. Second at three Washington stores.
- NO NICE GIRL SWEARS, by Alice-Leone Moats. *Knopf*, \$2. Fourteen stores reported it one of their May best sellers to us.

P. W. Market News

Weekly Booklist

Tennis

MODERN TENNIS. By Helen Hull Jacobs. *Bobbs-Merrill*, \$2.50.

BETTER TENNIS. By Hazel Hotchkiss Wightman. *Houghton*, \$1.75.

HOW TO PLAY TENNIS. By Mercer Beasley. *Doubleday*, \$2 (Publication date July 19).

HOW TO PLAY LAWN TENNIS. By J. Parmly Paret. *American Lawn Tennis*, \$1.25.

Notice to Control Card Users

"THE PUZZLE OF THE PEPPER TREE" by Stuart Palmer (*Doubleday*) has been postponed from Aug. 16th to Sept. 20th.

The new edition of "Arundel" by Kenneth Roberts (*Doubleday*), which was indefinitely postponed, will now be published Aug. 2nd.

The price of "Presenting Lily Mars" by Booth Tarkington (*Doubleday*) has been raised from \$2 to \$2.50.

"The Land of Plenty" by Robert Cantwell (*Farrar & Rinehart*) has been postponed from Aug. 14th to Sept. 19th.

"The Child Manuela" by Christa Winsloe (*Farrar & Rinehart*) has been postponed from Aug. 28th to Sept. 25th.

"The Riffian" by Carleton S. Coon (*Little, Brown*) has been postponed from Aug. 11th to Sept. 8th.

Change in Publishers

COLUMBIA UNIVERSITY PRESS announces that it has taken over "Industry's Coming of Age," by Rexford Guy Tugwell, published originally by Harcourt, Brace in 1927. The price remains the same, \$2.

Changes in Price

FALCON PRESS, INC.

On and after July 15th the price of Talmey's "Relativity Theory Simplified" will be \$1.85 instead of \$1.50 as heretofore.

CHARLES SCRIBNER'S SONS

The price of Meister's "Living in a World of Science," Book One and Book Two, has been reduced from \$1.80 each to \$1.36 each.

U. of C. Press Reorganizes

WORD HAS COME from Berkeley, Cal., that S. T. Farquhar was on July 1st made Manager of the University of California Press; that Wilder Bentley, formerly of the Carnegie Institute of Technology, has been appointed Sales Manager, and that Harold A. Small, formerly Literary Editor of the San Francisco *Chronicle*, has been appointed Editor. The Press plans to enter the commercial publishing field in a limited way some time during the next year and hopes to take its place among the more progressive university presses of the country.

Electrical Engineers' Booklists

CAREFULLY SELECTED BOOKLISTS accompany each of the 28 sections in the new sixth edition of the "Standard Handbook for Electrical Engineers" just issued by McGraw-Hill Book Co. The volume, which has scores of contributors under the editorship of Frank F. Fowle, has 2800 pages, approximately 5000 illustrations and diagrams and nearly 2,000,000 words of text matter, a tremendous book production undertaking. Of the last edition, ten years ago, 40,000 copies were sold. This edition was printed at the Maple Press, York, Pa., and bound by Pott, in New York.

Postponement

"RICHARD HARDING DAVIS: HIS DAY" by Fairfax Downey (*Scribner*) which was listed on the Market News page of the July 8th issue for publication August 11th, has been postponed until October.

Business Notes

CLEVELAND, O.—The Higbee Co. has taken over Brentano's Cleveland store. Gertrude Jaster, the buyer, requests publishers' catalogs.

FORT WORTH, TEX.—"Your Book Store," a rental library, has been opened in the Sinclair Building, 102 W. Fifth St. Mrs. N. E. Cox is the proprietor.

GRAND RAPIDS, MICH.—Louis Kregel has purchased the bankrupt stock of the City Book Store at Traverse City, Mich.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts Dr: Drama Hi: History Po: Poetry Sp: Sports
Bi: Biography Ec: Economics Ju: Juveniles Re: Religion Tr: Travel
Bu: Business Fi: Fiction Mu: Music Sc: Science

Ainslie, Peter

Some experiments in living. 190p. D c. N. Y., Ass'n Press 2.00

The author tells about some of his experiences in introducing Christianity into everyday life—in religious, social, international and marital affairs.

Åkerström-Söderström, Mrs.

Swedish Smörgåsbord; one hundred recipes for the famous Swedish hors d'oeuvres. 91p. il. O [33] [N. Y., Albert Bonnier Pub. House, 561 3rd Ave.] pap., .70

The author conducts a school of housekeeping in Sweden where some of the royal princesses have taken courses in cooking.

American Association of Advertising Agencies

Market and newspaper statistics—one hundred and eight cities. 250p. Q '33 N. Y., Author, 420 Lexington Ave. pap., 10.00

Anand, Mulk Raj

The golden breath; studies in five poets of the new India. 136p. (bibl.) S (Wisdom of the East ser.) [33] N. Y., Dutton 1.20

Atwood, William Henry and Heiss, Elwood David

Educational biology; 2nd ed. 488p. (bibls.) il., diags. O [c. '33] Phil., Blakiston's 2.75

Ballwebber, Edith

Illustrated tap rhythms and routines. 96p. il. F [c. '33] [Chic., Clayton F. Summy Co.] 2.50

Bartlett, Lester William and Neel, Mildred B.

Compensation in the professions. 204p. (36p. bibl.) O (Studies by George Williams College, Chicago) c. N. Y., Ass'n Press 2.00

An examination of trends, principles and patterns of compensation in the major professions.

Bernstein, Samuel

The beginnings of Marxian socialism in France. 240p. D '33 N. Y., Elliot Pub. Co., 33 W. 42nd St. 2.50

Bible

II Esdras (The Ezra Apocalypse); ed. by W. O. E. Oesterley, D.D. 242p. O (Westminster commentaries) [33] N. Y., Dutton 4.50

Bigelow, George Hoyt, M.D. and Lombard, Herbert L., M.D.

Cancer and other chronic diseases in Massachusetts. 375p. (12p. bibl.) front., maps, diags. O c. Bost., Houghton 4.00

A detailed study of the chronic disease situation in Massachusetts, giving the results of the first five years of the Massachusetts program for cancer control.

Boumphrey, G. M.

The story of the ship. 96p. il. S (How and why ser.) '33 N. Y., Macmillan 1.00

Brinkley, Stuart R.

Principles of general chemistry; rev. ed. 596p. il. O '33 N. Y., Macmillan lea. cl., 3.50

Brown, E. T.

This Russian business. 255p. O '33 Bost., Houghton 2.75

The author's impressions of life in Soviet Russia, written for the average reader.

Brownlow, Louis and Ascher, Charles S.

Less government or more? 22p. (bibl.) diags. D (Exploring the times) c. Chic., Amer. Lib. Ass'n pap., .25

The five pamphlets in this series on current problems, published simultaneously, are sold as a set for \$1.00. See Douglas, Gideonse, Kolb and Ogburn.

Burgess, Gelett

The bromide, and other theories. 118p. il. D c. N. Y., Viking bds., 1.00
Containing "The Bromide Theory," "Neo-Friendship," "Why Men Hate Women" and "The Educated Heart."

Byron, George Gordon Noël Byron, 6th baron

The best of Byron; ed. by Richard Ashley Rice. 593p. (2p. bibl.) front. (map) D (Nelson's English ser.) '33 N. Y., Nelson 1.50

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Case, Shirley Jackson

The social triumph of the ancient church. 250p. D (Rauschenbusch Lectureship Found. pub'n) c. N. Y., Harper 2.00

The Dean of the Divinity School of the University of Chicago gives an account of early Christianity's triumph over the political and economic life of the Mediterranean world.

Churchill, Claire Warner

Slave wives of Nehalem. 104p. (4p. bibl.) D c. Portland, Ore., Metropolitan Press 1.00

Stories of the folkways of the north Oregon Coast Indians.

Clark, Fred E.

Readings in marketing; rev. ed. 818p. il. O '33 N. Y., Macmillan 3.50

Conant, James B.

The chemistry of organic compounds. 634p. O '33 N. Y., Macmillan 4.00

Cooke, Dennis Hargrove

Problems of the teaching personnel. 399p. (bibls.) il., diagrs. O (Longmans' educ. ser.) c. N. Y., Longmans 3.00

A textbook on the professional and administrative problems of teaching, for superintendents, principals and supervisors.

Couch, Osma Palmer

Basket pioneering; introd. by Daniel Carter Beard. 183p. il., diagrs. O c. N. Y., Orange Judd 1.25; bds., 1.00

A popular hand-book containing concise basketry directions with clear simple diagrams designed for the beginner as well as the more experienced basket weaver.

Craig, A. R.

When Adam wept. 312p. D c. Garden City, N. Y., Doubleday 2.00

An English story of modern marriage in which Clair, the wife, is the bread-winner.

Dana, Richard Henry, jr.

Two years before the mast; a personal narrative of life at sea. 432p. front. (col.) D (Famous b'ks for young Americans) [n.d.] N. Y., Burt .50

David, Wilfrid

Monsoon; a novel. 300p. D ['33] N. Y., Harper 2.00

A first novel which contrasts western civilization with life in India, to the detriment of the former.

Davis, H. A. and Chambers, L. H.

Brief course in plane and spherical trigonometry. 232p. diagrs. O [c. '33] N. Y., Amer. B'k 1.50

With logarithmic and trigonometric tables to five decimal places edited by C. W. Crockett.

Davis, Peter

King of the Amazon. 310p. D [c. '33] N. Y., Macaulay 2.00

A tale of adventure, romance and mystery in the Amazon jungle.

Blaisdell, J. Glenn

Exercise book in high school biology. 175p. il. O '33 Yonkers, N. Y., World B'k pap., .72, loose-leaf

Bowers, Renzo D.

The law of chattel mortgages and conditional sales; 3 v.; 6th ed. various p. Q '33 Ind., Bobbs-Merrill 25.00

Callander, C. Latimer, M.D.

Surgical anatomy. 1115p. il. (pt. col.) '33 Phil., Saunders 12.50

Caton, James R.

Legislative chronicles of the city of Alexandria. 230p. O c. Alexandria, Va., Newell-Cole Co. pap., 2.00

Dawson, Christopher

Enquiries into religion and culture. 358p. (bibl. footnotes) O '33 N. Y., Sheed & Ward 3.00

Essays by a distinguished English philosophical historian and sociologist who is also a Catholic convert.

Defoe, Daniel

The life and adventures of Robinson Crusoe. 419p. D (Famous b'ks for young Americans) [n.d.] N. Y., Burt .50

Defries, Amelia

The arts in France. 130p. D ['33] N. Y., Peter Smith 2.00

Douglas, Paul Howard

Collapse or cycle? 23p. (bibl.) D (Exploring the times) c. Chic., Amer. Lib. Ass'n pap., .25

Doyle, Sir Arthur Conan

A study in scarlet [photoplay ed.]. 365p. D (Copyright fiction) [n.d.] N. Y., Burt .75

Eliot-Smith, G., and others

Early man: his origin, development and culture. 176p. D ['33] N. Y., Peter Smith 2.50

Fergusson, Harvey

Rio Grande. 314p. (3p. bibl. note) il. O '33, c. '31, '33 N. Y., Knopf 3.00

A descriptive history of the Rio Grande valley of New Mexico.

Fruchs, Mordecai Iethoc

The generic evil; a study of the process of evolution of society, from a remote past to a distant future. 499p. O [c. '33] Bost., Christopher 4.00

Galsworthy, John

Two letters; lim. ed. 22p. front. O '33 N. Y., English B'k Shop, 55 E. 55th St. bds., 5.00

Gibbons, John

Old Italy and new Mussoliniland. 180p. D [c. '33] N. Y., Dutton 2.00

A traveler in Italy contrasts the country as it is now with the Italy before Fascism.

Gideonse, Harry David

World depression, world recovery. 22p. (bibl.) D (Exploring the times) c. Chic., Amer. Lib. Ass'n pap., .25

Graham, Stephen

Stalin. 148p. D ['33] N. Y., Peter Smith 2.00

Green, John Richard

A short history of the English people. 1176p. (bibls.) maps D (Burt's mammoth ser.) [n.d.] N. Y., Burt 1.00

[Grossek, J. Gabriel]

Glimpses. 116p. il. O [c. '33] West Bend, Wis., Author flex. lea. cl., 2.50

Stories and essays which reflect the author's opinions on many national and international problems.

Dunlap, Jack W.

The organization of learning and other traits in chickens. 55p. diagrs. (Comp. psych. monographs, v. 9, no. 4, serial no. 44) '33 Balt., Johns Hopkins Press pap., 1.00

[Durham, Robert Lee]

O Duke, alma mater, and other songs and verse of Trinity College and Duke University. 15p. Q [c. '33] [Buena Vista, Va., Author] bds., .50; pap., .25

Fisher's blend cook book; a compilation of selected recipes published in the interest of better baking. 175p. O c. '33 Seattle, Fisher Flouring Mills Co. pap., .35

French dictation exercises. 24p. D '33 N. Y., Globe B'k pap., .20

Gude, Mabel

A history of Olynthus, with a prosopographia and testimonia. 122p. O (J. H. U. studies in archaeology, no. 17) '33 Balt., Johns Hopkins Press 2.50

Gwathmey, John H.

Legends of Virginia courthouses [lim. signed, numbered ed.]. 152p. il. O c. Richmond, Va., Dietz Pr. Co. bds., 2.50

Stories about the courthouses and lawyers of Virginia's past, based upon the author's talks with various people at the county seats.

Hackforth, R.

The composition of Plato's "Apology." 184p. S '33 N. Y., Macmillan 2.00

Hadfield, Joseph

An Englishman in America, 1785; being the diary of Joseph Hadfield; ed. by Douglas S. Robertson. 241p. front. (por.) O '33 Toronto, Ont., [Mrs. Dora Hook, 720 Spadina Ave.] 2.50

Joseph Hadfield was a young Englishman who came to this country shortly after the Revolution to collect debts owed by merchants to his firm, and who met and was entertained by many distinguished people in the United States and Canada.

Halévy, Elie

History of the English people in 1815. 576p. O ['33] N. Y., Peter Smith 6.00

History of the English people, 1815-1830. 318p. O ['33] N. Y., Peter Smith 6.00

Hay, Ian, pseud. [John Hay Beith, Junior sub., pseud.]

The great wall of India. 96p. il. D '33 Bost., Houghton 1.50

The author's account of his journey from Bombay to Peshawar and then to the Khyber Pass.

Hector, Luther Grant

Introductory physics; a book for college students. 387p. il., diagrs. (pt. col.) O [c. '33] N. Y., Amer. B'k 3.00

The author is professor of physics in the University of Buffalo.

Hicks, G. Dawes

Berkeley. 336p. O (Leaders of phil. ser.) ['33] N. Y., Peter Smith 3.50

Hjorth, Herman

Basic woodworking process. 221p. il. O '33 Milwaukee, Bruce Pub. Co. 1.48

Hobart, Jennie Tuttle, Mrs. Garret A. Hobart

Second lady. 72p. il. O '33 N. Y., Rudge priv. pr., bxd.

[Johns, Charles Rowland, ed.]

Our friend the chow-chow. 95p. front. S (Our friend the dog ser.) [c. '33] N. Y., Dutton 1.00

Our friend the Irish setter. 92p. front. S (Our friend the dog ser.) [c. '33] N. Y., Dutton 1.00

Ar

Our friend the Scottish terrier. 106p. front. S (Our friend the dog ser.) [c. '33] N. Y., Dutton 1.00

Keating, Lawrence A.

The deputy of San Riano. 255p. D [c. '33] N. Y., Clode 2.00

Deputy Sheriff Bart Jackson tries to clear up the murderous trouble that was being plotted in San Riano County.

Kinsey, Alfred Charles

New Introduction to biology; 2nd ed. 864p. (bibls.) il., diagrs. D (Lippincott's school sci. ser.) [c. '33] Phil., Lippincott 1.68

Knowlton, Daniel Chauncey and Gerson, Armand Jacques

Our beginnings in the past; a first book in history. 253p. (bibls.) il. (col. front.), maps D (Westward march of man) [c. '33] N. Y., Amer. B'k 76

Kolb, J. H.

Meeting the farm crisis. 24p. (bibl.) D (Exploring the times) c. Chic., Amer. Lib. Ass'n pap., 25

[Lamb, Charles and Lamb, Mary Ann]

Tales from Shakespeare. 353p. front. (col.) D (Famous b'ks for young Americans) [n.d.] N. Y., Burt 50

Lankard, Frank Glenn

Difficulties in religious thinking. 271p. (bibl.) O '33 N. Y., Abingdon 2.00

Leach, William H., comp.

Sermon hearts. 320p. D (Cokesbury reprint lib.) '33, c. '31 Nashville, Cokesbury Press 1.00

Leon, Derrick

Livingstones. 653p. D [c. '33] N. Y., John Day lea. cl., 2.50

A novel which pictures, against the background of modern London life, the lives of the Livingstones and their friends, and the lives, too, of the clients and employes of Livingstones Limited, the West End's most fashionable decorating shop.

Lewenhaupt, Count C. A. C. de

Sport across the world. 288p. il. O '33 N. Y., Dutton 5.00

The hunting and shooting experiences of the author, an ardent Swedish sportsman, in all parts of the globe.

Lowell, Joan, pseud.

Gal reporter. 315p. il. O [c. '33] N. Y., Farrar & Rinehart 2.50

The author's experiences as a reporter on the Boston Daily Record.

Lowitz, Sadyebeth [Mrs. Anson Lowitz] and Lowitz, Anson

Young America's story of Franklin D. Roosevelt, man of action. 264p. il. D c. Garden City, N. Y., Doubleday 1.75

A biography of President Roosevelt from his childhood up to the time of his recent vacation, written for younger readers.

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Keigwin, Charles Albert, ed.

Cases in equity jurisprudence. 1292p. O c. '33 Rochester, N. Y., Lawyers Co-op. Pub. Co. lea. cl., 6.50

Kellogg, Edward Leland

The duodenum; its structure and function, its diseases and their medical and surgical treatment. 883p. (bibl.) il. (pt. col.) Q (Hoeber's surgical monographs) c. '33 N. Y., P. B. Hoeber 10.00

How the public gets its new music; a statement of some of the reasons for the copyright law, its operation and how it benefits the public. 36p. il. (pors.) O ['33] N. Y., Amer. Soc. of Composers, Authors and Publishers, 1501 B'way pap., apply

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Jaynes, H. A.

The parasites of the sugarcane borer in Argentina and Peru, and their introduction into the United States. 26p. (bibl.) il., diagrs. O (U. S. Dept. of Agri. technical bull. no. 363) '33 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap., .05

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Glory That Was Greece. Stobart.

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 Dickson, L. E. History of Theory of Numbers. Vols. 1, 2, or vol. 1 only. 1919-'20.

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 Modern Europe. Vols. 1 & 6. Printed by Hamilton Weybridge. 1810.
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 Smith, W. B. *Pre-Christian Jesus*.
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 Kipling, R. The Brushwood Boy. 1st separate
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 Weston, D. C. Synopsis of the Bible, New and
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 Wheeler, Wm. Ogden. The Ogden Family in
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 health; Finer Forces of Aura Nature.
 White, S. A. Snowshoe Trail; Silver Hawk.
 Williamsburgh Scrap Book. 1st ed.
 Wister, Owen. First editions as under: New
 Swiss Family Robinson. Cambridge. 1882;
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 Roosevelt as Cowboy Among Cowboys.
 Emerson Hough. Story of the Cowboys. N. J. 1897.
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 Washington Acad. of Sciences Journal. 1911 to
 1932.
 National Acad. of Sciences, Wash. Memoirs,
 1866 to 1932; Reports, 1883 to 1932.
 Amer. Jnl. of Roentgenology. 1913 to 1932.
 Endocrinology. 1907 to 1932.
 Journal of Pharmacology. Vols. 18 to —.
 Journal of Infectious Diseases. 1904 to 1932.
 Phytopathology. Vols. 1-22.
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 Proceedings Soc. of Exper. Biolog. 1904 to 1932.
 Journal of Genetics. Vol. 24.
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 8. 1859.
 Am. Journal of Physiology. Vols. 35 to 54.

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Flagg. *Maine Genealogy*. 1920.
French. *Hist'l Coll. of La. Pt. 3*.
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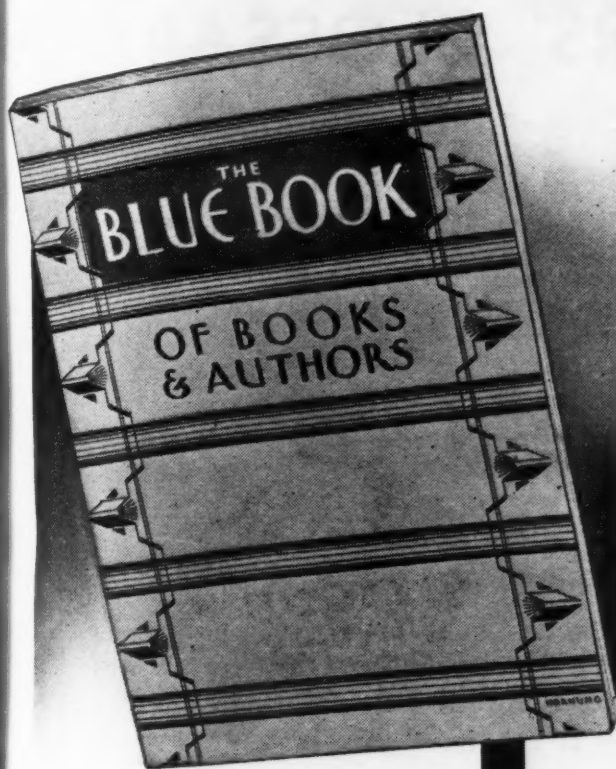
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